



Entrepreneurship Marketing: Principles and Practice of SME Marketing

From Routledge



Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector.

Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism.

This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

 [Download Entrepreneurship Marketing: Principles and Practic ...pdf](#)

 [Read Online Entrepreneurship Marketing: Principles and Pract ...pdf](#)

Entrepreneurship Marketing: Principles and Practice of SME Marketing

From Routledge

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge

Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector.

Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism.

This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge **Bibliography**

- Sales Rank: #2260762 in Books
- Published on: 2011-01-15
- Released on: 2010-11-26
- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x 1.09" w x 6.85" l, 1.90 pounds
- Binding: Paperback
- 480 pages

 [Download Entrepreneurship Marketing: Principles and Practic ...pdf](#)

 [Read Online Entrepreneurship Marketing: Principles and Pract ...pdf](#)

Download and Read Free Online Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge

Editorial Review

Review

'This book on *Entrepreneurship Marketing* is a timely addition to the growing literature on Entrepreneurship. The depth and breadth of coverage of marketing in the book by eminent authors is excellent. The layout and succinctness of the chapters allows the reader to quickly absorb new materials and ideas. This book will offer valuable insights to budding entrepreneurs in developing their ideas to successful fruition within a global context. The editors, Sonny Nwankwo and Ayantunji Gbadamosi have done an excellent job in producing such a useful and exciting book.'

Ashok Ranchhod, Southampton Business School, UK

'This book is an essential guide to marketing for small and medium sized enterprises (SMEs) with lessons about what works and what doesn't. Its particular value rests in the insights that it offers into the importance of social networks, socio-cultural values and the marketing challenges of multi-culturalism.'

Jan Druker, Canterbury Christ Church University, UK

About the Author

Sonny Nwankwo is Professor of Marketing and Director of Research and Enterprise at the University of East London, UK. He is Editor of the *International Journal of Applied Management* and has authored numerous books including *Cross-Cultural Marketing* for Cengage Learning.

Ayantunji Gbadamosi is a Senior Lecturer of Marketing at the Royal Docks Business School of the University of East London, UK. His research interests are: SME marketing, marketing communications, consumer involvement, and children and marketing activities.

Users Review

From reader reviews:

Debbie Gagnon:

In this 21st centuries, people become competitive in every single way. By being competitive at this point, people have to do something to make these individuals survive, being in the middle of the crowded place and notice by surrounding. One thing that at times many people have underestimated the idea for a while is reading. That's why, by reading a publication your ability to survive boost then having chance to stay than other is high. To suit your needs who want to start reading a new book, we give you this kind of *Entrepreneurship Marketing: Principles and Practice of SME Marketing* book as nice and daily reading publication. Why, because this book is more than just a book.

Helen Velez:

The experience that you get from Entrepreneurship Marketing: Principles and Practice of SME Marketing could be the more deep you excavating the information that hide inside the words the more you get serious about reading it. It does not mean that this book is hard to recognise but Entrepreneurship Marketing: Principles and Practice of SME Marketing giving you enjoyment feeling of reading. The article writer conveys their point in certain way that can be understood by anyone who read that because the author of this reserve is well-known enough. This specific book also makes your personal vocabulary increase well. So it is easy to understand then can go to you, both in printed or e-book style are available. We advise you for having this kind of Entrepreneurship Marketing: Principles and Practice of SME Marketing instantly.

Dawn Nelson:

Reading can called mind hangout, why? Because if you find yourself reading a book mainly book entitled Entrepreneurship Marketing: Principles and Practice of SME Marketing your thoughts will drift away trough every dimension, wandering in every aspect that maybe unidentified for but surely will become your mind friends. Imaging each word written in a publication then become one contact form conclusion and explanation which maybe you never get before. The Entrepreneurship Marketing: Principles and Practice of SME Marketing giving you a different experience more than blown away the mind but also giving you useful details for your better life on this era. So now let us explain to you the relaxing pattern is your body and mind will likely be pleased when you are finished studying it, like winning a casino game. Do you want to try this extraordinary investing spare time activity?

Patricia Rivera:

Do you like reading a publication? Confuse to looking for your chosen book? Or your book ended up being rare? Why so many issue for the book? But any people feel that they enjoy to get reading. Some people likes reading through, not only science book but in addition novel and Entrepreneurship Marketing: Principles and Practice of SME Marketing or perhaps others sources were given expertise for you. After you know how the truly amazing a book, you feel need to read more and more. Science publication was created for teacher as well as students especially. Those publications are helping them to add their knowledge. In other case, beside science e-book, any other book likes Entrepreneurship Marketing: Principles and Practice of SME Marketing to make your spare time far more colorful. Many types of book like this one.

**Download and Read Online Entrepreneurship Marketing:
Principles and Practice of SME Marketing From Routledge
#BCL7DKRSWQ1**

Read Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge for online ebook

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge books to read online.

Online Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge ebook PDF download

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Doc

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge Mobipocket

Entrepreneurship Marketing: Principles and Practice of SME Marketing From Routledge EPub